

0.What is the positioning statement?

For friends / colleagues who want to participate on Secret Santa or celebrate a friend birthday, SECRET_FRIEND is a software solution that enables the drawing, the communication and the link with social media to help people to choose the gifts. Unlike the traditional way with papers in a bag doing the draw for secret santa, our product prevents the common error when participants pick their own names. Connecting the social media of the participants, helps to choose the presents, also for birthdays, bachelor parties and any kind of event where they have to buy a present for someone.

1. Personas

Amy, the University student



Amy is a good student at the University and she loves to organize parties and events with her friends and University colleagues. She also plays rugby and has to travel around the country because of this.

She is a very active person, always smiling and meeting new people. Amy wakes up very early in the morning and goes to the University. She is studying Psychology.

She usually has lunch with her friends from the University and after that, she goes to her rugby training, 3 times per week. The other two days, she loves to spend the afternoon with her friends.

Sometimes, she goes to a party in the evening. She is very popular and doesn't want miss anything that is happening in the city.

Thinks	Amy thinks she spends too much time organizing small details when she is organizing a Secret Santa party and she would like to have some help to do this, such as repeating the draw when someone picks his/her own name
Sees	Amy thinks repeating the draw confuses people. Sometimes they are not sure who is the secret santa, as it once happened when someone had 2 presents while someone else had nothing. Sometimes not everybody involved is at the place where they are doing the draw and someone has to tell that person later who is his/her secret santa. This makes the secret santa less secret.
Feels	Amy feels sad when the draw needs to be done again. She is nervous because she knows anything can go wrong and the game is not so funny, the activities after that won't be as fun as they could because the people may not feel as engaged and happy.
Does	Amy has found a smart solution to not repeat the draw. She assigns a colour to each person and that person cannot pick the paper with that colour. For example, Ben is assigned with the yellow colour, so he cannot pick the yellow paper. Nobody else knows each other colours and they cannot see other people picking the papers from the bag. This prevents repeating the draw but it is not the best solution, as it requires Amy to watch closely the whole process, making her friends less relaxed doing it.

2. Problem Scenarios, Alternatives, & Value Propositions

Problem Scenarios	Current Alternatives	Your Value Proposition
Sometimes Amy has to repeat the draw because someone picked her/his own name from the bag.	Amy assigns a colour to each person and that person cannot pick the paper with that colour. For example, Ben is assigned with the yellow colour, so he cannot pick the yellow paper. Nobody else knows each other colours and they cannot see other people picking the papers from the bag. This prevents repeating the draw	Using SECRET_FRIEND app, all the participants will do the draw at the same time and each person will have assigned a person from the group but never him/herself.
Amy needs to call some people when she is doing the draw because those people are not at the place in that moment. Doing this, she knows who is the secret santa of some of the people.	Using the colour system, she can wait to see the people who were not at the draw and they can pick the papers from the bag.	Using SECRET_FRIEND app, the participants will receive an email/sms at the same time with her/his secret santa name. Nobody would know the secret santa of anyone of the group, not even Amy.
Sometimes, a secret santa of someone is not a close friend and it is difficult to buy a present for this person.	When this happens and Amy knows about the problem, she goes with her friend to buy the present. She tries to help her friend in this situation and gives the best ideas for the present.	Using SECRET_FRIEND app, the participants will have a list of suggestions based on the likes on Facebook to buy the present. This also can be used in birthdays, bachelor parties....

3. Customer Interview Guide

PERSONA HYPOTHESIS

Questions	Notes
Tell me about when you usually invite friend together to organize a party (secret santa/ birthday party/bachelor party...)	[your notes here]
Tell me about when you organize a secret santa or a birthday party and how you do the draw and pick to present.	[your notes here]
Tell me your thoughts about organize it?	[your notes here]
What do you see when you organize it?	[your notes here]

What do you feel about the organization?	[your notes here]
What do you do when you are organizing it?	[your notes here]

PROBLEM HYPOTHESIS

Questions	Notes
How do you currently do the draw and avoid repeat it? Also how do you choose the presents?	[your notes here]
What's difficult/ annoying about doing the draw, organize the people and choose the presents?	[your notes here]

What are the top 5 hardest things about doing the draw, organize the people and choose the presents?	[your notes here]
What are the top 5 things you want to do better this year organizing parties?	[your notes here]

VALUE HYPOTHESIS & CUSTOMER CREATION HYPOTHESIS

For the most part, these need to be established with direct experimentation: concierge MVP's, pre-sales, landing page tests, etc. See here for more on that: [Your Lean Startup](#).

CLOSING AND MISCELLANEOUS

Questions	Notes
Casting a Line ("Anything else?")	[your notes here]
Housekeeping and Follow Up	[your notes here]

4. Assumptions

What is the product hypothesis?

If we provide friends/colleagues with a tool to do the draw automatically and send the email informing who is the Secret Santa to each member of the group and also his/her social media pages links, then they will use it, and it will improve the way to do the draw and buy the presents.

Also when they want to celebrate any event where they have to buy a present for someone, for example a birthday or a bachelor party, they can have access to this person social media and they can choose a great present knowing what he/she likes.

What are the key assumptions?

Testable Child Assumptions		
<ol style="list-style-type: none">1. If we provide a tool for inviting participants, the person who is organizing the event Secret Santa will send an invite via email to the participants to sign up and link their social media accounts.2. If we create an ad campaign close to Christmas time, a high percentage of people will sign up and use the app3. If we send a reminder email near Christmas time for those who used the app last year, they will likely use it again this year.4. If we provide a list of suggestions based on the social media pages likes, the participants will find it useful when choosing their gifts.5. If we provide a chat tool, the participants can ask questions about the present anonymously, like the size of a shoes or the favorite colour for a t-shirt.		
Prio rity	Type of assumption (Pivotal, child of a pivotal, child of a child of a pivotal; extremely important, important, tactical;	Explanation for the Ranking

	not sure)	
1	If we provide a tool for inviting participants, the person who is organizing the event Secret Santa will send an invite via email to the participants to sign up and link their FB accounts.	If it's not possible to send the invitations, the participants couldn't sign and do not use the tool ---- 1 = Pivotal: If this is disproven, the venture needs to be canned or go through a fundamental pivot.
2	If we provide a list of suggestions based on the social media likes, the participants will find it useful when choosing their gifts.	2 = Child of a pivotal assumption: Same assumption but more detail, specificity
3	If we provide a chat tool, the participants can ask questions about the present anonymously, like the size or the favorite colour	3 = Child of a child: More detail on one of the priority 2 assumptions above

End truly pivotal assumptions		
4	If we send a reminder email near Christmas time for those who used the app last year, they will likely use it again this year.	4 = Extremely important: This assumption substantially affects key profit drivers
5		
6–10		
X	If we create an ad campaign close to Christmas time, a high percentage of people will sign up and use the app.	X = Not sure: Not being sure of the priority is much better than skipping it!

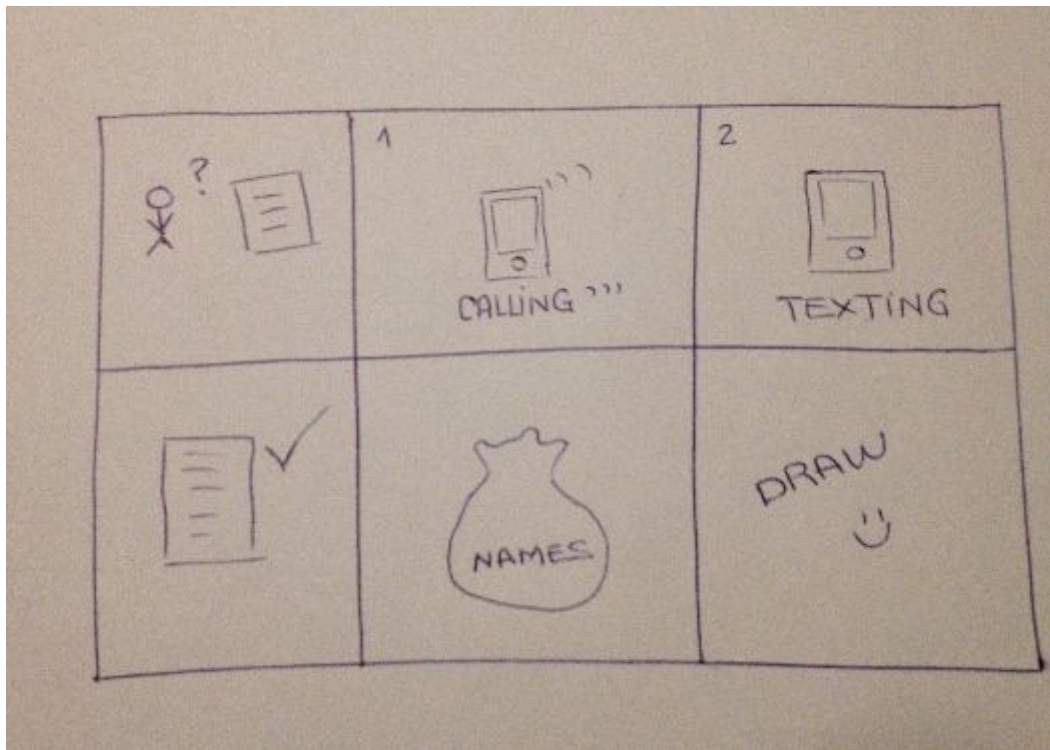
5. Experiments: Testing Your Assumptions

What assumption will this test?	If we provide a list of suggestions based on the social media pages likes, the participants will find it useful when choosing their gifts.
How will we test it?	<p>We'll start using a basic prototype created in Balsamiq to assess the basic value of the feature.</p> <p>The persons who are going to test it were recruited on a shopping center.</p> <p>These tests are important to know how the customers choose their presents and if they would buy them online or/and follow the suggestions on the app.</p> <p>We would like to test if they understand the buttons and how it works.</p>
What is/are the pivotal metric(s)?	<p>We would like to test if the subjects use the tool, and if they think it's useful.</p> <p>We inform them that it's just a test and they can also fake-buy a present that they like.</p> <p>We'd like to see at least 60% of the subjects use the tool provided and would buy some of the suggestions on the feature.</p> <p>We'd like to see at least 20% buy the presents online and use the link provided to do it.</p>
What is the threshold for true (validated) vs. false (invalidated)?	<p>1- If we create a page on they can see the preferences of the secret santa ~90% of the subjects will check it.</p> <p>2- If we put some links to other webpages where the subjects can buy the presents for their secret santa, 70% of them will use it and buy the presents through those websites.</p>
What will you do next if the result is true? False?	<p>If the two of the test are validated, we will proceed to create the tool and use it on our app. This will move us to speak with some companies interested on sell their products through our app.</p> <p>If only the number one is validated, we will proceed to create the tool to help our customers, but we won't use others companies websites.</p> <p>If no tests pass, we will step back and consider the a) whether a different take on the value proposition</p>

	might be relevant and b) whether the problem is truly important.
How much time, money will it take to set up?	<p>To set up the experiment it will take:</p> <ul style="list-style-type: none"> - 500EUR and 20 hours of work by our product lead to set up, user test, and document. - 800EUR and 40 hours of work by our technical to create the prototype to use it on the tests. <p>(Please, be aware that this data are just to use on the assignment of the course and it may be not the correct one)</p>
Roughly, what will it take for each individual test?	<p>For each test, it will take:</p> <ul style="list-style-type: none"> - 50 EUR and 2 hours for initial Q&A and on boarding (including travel, etc.) - 50 and 1.5 hours of try the prototype and give feedback <p>(Please, be aware that this data are just to use on the assignment of the course and it may be not the correct one)</p>
Roughly, how long will it take for each test to run and produce definitive, actionable results?	<p>This test will run for 1-2 weeks after which we expect to have a full set of results on-hand.</p>

6. User Stories & Prototypes

1- As Amy the University student, I want to collect the names of people interested in taking part of Secret Santa game, so that I can do the draw



She needs to know the names of people

- 1 - She calls people
- 2 - Not everyone answered the phone, so she texts them.
- 3 - She got the list and she can do the draw

Story	Test Cases
As Amy, I want to know the people who is interested in taking part of the Secret Santa game so I can do the next steps.	<div>Make sure that the people who is interested can sign up.</div> <div>Make sure the full name appears, also a photo and/or link to his/her FB account.</div>

<p>As Amy, I want to call the group of people who is going to participate in the event to know if they are going to participate as well on the present/secret santa game, so I can do the next steps to do the draw/looking for a present.</p>	<div data-bbox="810 241 1382 344">Can create a group of people for one game. Example: "rugby friends"</div> <div data-bbox="810 344 1382 448">Can create a database with phone numbers/Social network link</div>
<p>As Amy, I want to text the group of people who is going to participate in the event to know if they are going to participate as well on the present/secret santa game, so I can do the next steps to do the draw/ looking for a present.</p>	<div data-bbox="810 546 1382 649">Can create a group of people for one game. Example: "rugby friends"</div> <div data-bbox="810 649 1382 752">Can create a database with phone numbers/Social network link</div> <div data-bbox="810 752 1382 855">Can send a private message to his/her facebook account.</div>

2 - As Amy the University student, I want to know what he/she (the person who is going to receive the present) likes, so that I can go to buy the present

Story	Test Cases
<p>As Amy, I want to know what he/she likes so I can check on internet where to buy the present</p>	<div data-bbox="810 1415 1382 1518">Make sure that the link with his/her preferences is sent.</div> <div data-bbox="810 1518 1382 1621">Make sure you can buy the presents online.</div>
<p>As Amy, I know what he/she likes but I want more options, so I can check on internet where to buy the present</p>	<div data-bbox="810 1720 1382 1823">Can create a list with different new options based on her/his likes.</div> <div data-bbox="810 1823 1382 1926">Send also new options even if doesn't appear on the list with her/his likes.</div>

3 - As Amy the University student, I want to know something about the person who is going to receive the present such as favourite colour or shoes size, so that I can go to buy the present

Story	Test Cases
As Amy, I want to know some personal information about her/him such shoes size, so I can start looking for a present.	<div>Create an anonymous chat where ask this kind of questions</div> <div>Create a database with this information</div>
As Amy, I want to share some information I have about the person who is going to receive the present such shoes size, so I can help the rest of the participants.	<div>Create a chat where the participants can talk about this things</div> <div>Can do a modification on the data list, for example add the second favourite colour of her/him that you know because you know the person.</div>

4 - As Amy the University student, I want to select the person I don't want to buy a present (when doing the draw in the secret santa game)and he/she won't be my secret santa, so that I can be more comfortable when I gave the present to my secret santa.

Story	Test Cases
As Amy, I want to select that person secretly so the draw can be done and that person will not know I don't want to give a present to her/him.	<div>Create a button to select a person or two who you prefer not to give her/him a present</div> <div>Only the person who is selecting the person will know that this option was activated.</div>

As Amy, I want to share my thoughts when I think the draw should be done again, so I can have more options to change my secret santa when I prefer a different person chosen.	<table><tr><td>Create a chat where the participants can talk about this things</td></tr><tr><td>Create a button to press when you prefer this option (anonymously)</td></tr></table>	Create a chat where the participants can talk about this things	Create a button to press when you prefer this option (anonymously)
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Create a button to press when you prefer this option (anonymously)			

5 - As Amy the University student, I want to make a list of presents for me so I can be sure I am going to like the presents I'll get.

Story	Test Cases
As Amy, I want to make a list with different links of the present I would like to have or I need, so I can be sure I am going to like my present.	<div>Create a list where you can put that information</div> <div>Make sure you can add the url</div>
As Amy, I want to share my preferences for my present, such favourite colour, t-shirt size.... so I can be sure I will not need to change them after the party.	<div>Create a list where you can put that information</div> <div>Create a button where you can ask something it's not on that list. If she forgot to put shoes size, for example.</div>

6 - As Amy the University student, I want to buy a present between a group of persons so we can buy an expensive present.

Story	Test Cases
As Amy, I want to inform my friends what's the price of the present and how much they have to pay so I can know how much they need to pay me (or the person who pay for the present)	<div>Create a list where you can put that information</div> <div>Make sure you put how much each of them need to pay</div>

As Amy, I want to know who already paid the money and who still has to pay so I can know how much money my friends still have to pay.	<table><tr><td>Create a button where you can change the status"to pay> paid"</td></tr><tr><td>Create a button to send an email to the person who still need to pay> "remember, you still need to pay the present"</td></tr></table>	Create a button where you can change the status"to pay> paid"	Create a button to send an email to the person who still need to pay> "remember, you still need to pay the present"
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7 - As Amy the University student, I want to be able to speak with the people who is going to participate in a bachelor party to help to organize it, do a brainstorming by chat, so I can have more ideas.

Story	Test Cases
As Amy, I want to make a list with some activities we can do in a bachelor party so I can start organize it.	<div>Create a chat where everybody can share their opinion.</div> <div>Make sure you can make a list of the ideas.</div>
As Amy, I want to add some links of the activities so we can see also a video of them so we can decide what to do. Ej: rafting	<div>Make sure you can add a url link in the list to see the video.</div> <div>Create a option to vote for the best activity so she can know what activity prefer the group of friends.</div>

8 - As Amy the University student, I want to be able to share the pictures of the party, as well my friends, so we can have all the pictures of the party

Story	Test Cases
As Amy, I want to be able to send the pictures I make with my phone on the party so my friends can see/have also those pics.	<div>Create a button"share pic"</div> <div>Make sure you can delete the pictures you don't want to share.</div>

As Amy, I want to send the videos I made on the party so my friends can have/see them as well.

Make sure you can send a videos up to X-MB

Create a button to delete the video you don't want to share.

Sprint 1
4 tarjetas

- 1.3.I want to text the group of people who is going to participate in the event to know if they are going to participate as well on the present/secret santa game, so I can do the next steps to do the draw/looking for a present.
- 1.1.I want to know the people who is interested in taking part of the Secret Santa game so I can do the next steps.
- 1.2.I want to call the group of people who is going to participate in the event to know if they are going to participate as well on the present/secret santa game, so I can do the next steps to do the draw/looking for a present.
- 4.1.I want to select that person secretly so the draw can be done and that person will not know I don't want to give a present to her/him.

Añadir una tarjeta...

Sprint 2
4 tarjetas

- 4.2.I want to share my thoughts when I think the draw should be done again, so I can have more options to change my secret santa when I prefer a different person chosen.
- 3.2. I want to share/know some information I have about the person who is going to receive the present such shoes size.
- 5.2.I want to share my preferences for my present, such favourite colour, t-shirt size.... so I can be sure I will not need to change them after the party.
- 5.1. I want to make a list with different links of the present I would like to have or I need, so I can be sure I am going to like my present.

Añadir una tarjeta...

Sprint 3
4 tarjetas

- 7.2. I want to add some links of the activities so we can see also a video of them so we can decide what to do. Ej: rafting
- 2.2.I know what he/she likes but I want more options, so I can check on internet where to buy the present
- 2.1.I want to know what he/she likes so I can check on internet where to buy the present
- 7.1.I want to make a list with some activities we can do in a bachelor party so I can start organize it.

Añadir una tarjeta...

Sprint 4
4 tarjetas

- 6.1. I want to inform my friends what's the price of the present and how much they have to pay so I can know how much they need to pay me (or the person who pay for the present)
- 6.2.I want to know who already paid the money and who still has to pay so I can know how much money my friends still have to pay.
- 8.1. I want to be able to send the pictures I make with my phone on the party so my friends can see/have also those pics.
- 8.2.I want to send the videos I made on the party so my friends can have/see them as well.

Añadir una tarjeta...

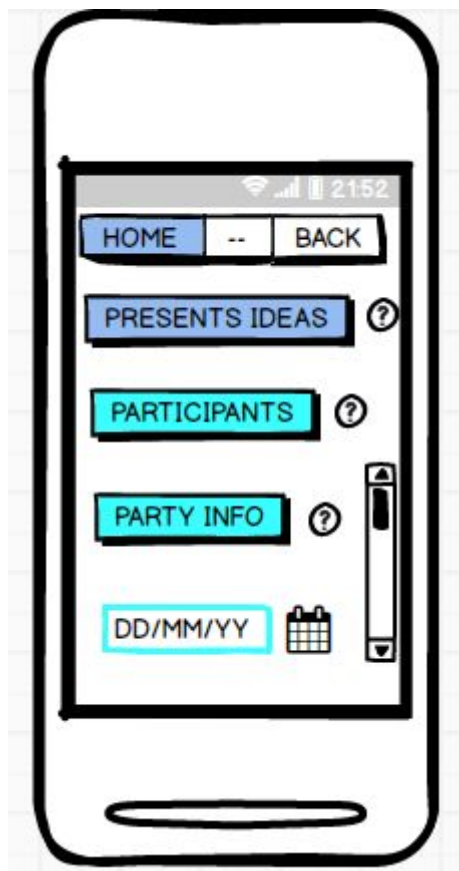
Prototypes

For the prototypes we will use the following stories:

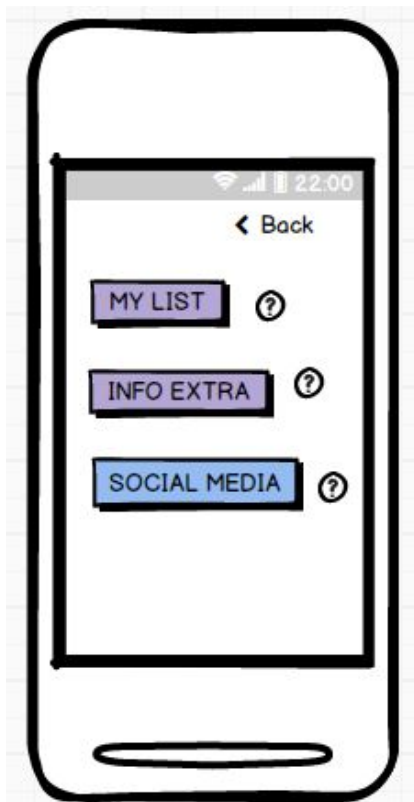
3 - As Amy the University student, I want to know something about the person who is going to receive the present such as favourite colour or shoes size, so that I can go to buy the present

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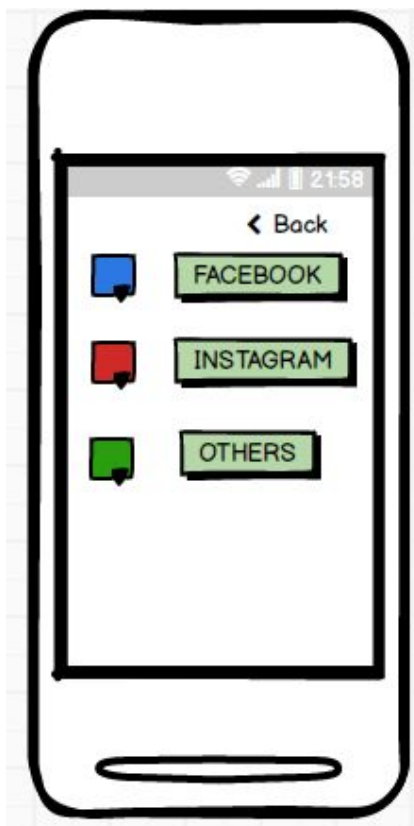
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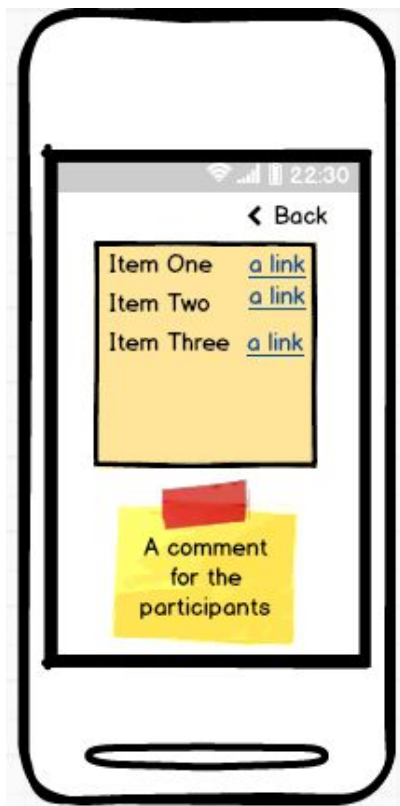
Present ideas:



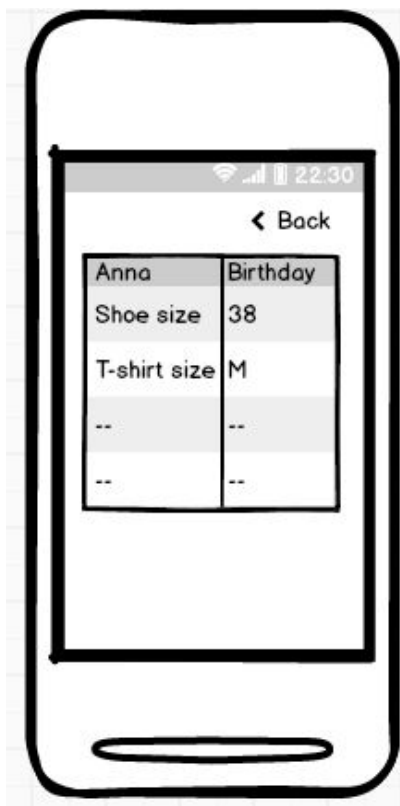
Social media:



My list:



Info extra:



Research Composition

#	Item	Duration (min.)	Notes
1	Intro and explanation	5	Here we will explain the objectives of the test and the parameters of their participation.
2	Personas	15	Interview the personas> improve problem scenario + user stories
3	Test Tasks	15	Introduce them the test scenario and do the test.
4	Post-test	5	Make sure we ask if it is OK to follow-up with additional questions

Pre-Session Checklist

#	Item	Notes
1	Make sure you have all the info to give to the participants, also covered all the questions they may have.	
2	Make sure the test instance is working properly	
3	Make sure the recording material is working perfectly. Also check pens, paper....	

Session Design

Intro

Thanks for making time to take part in our study. My name is F and this is N. This is the consent form to sign as an important part of the study. (take the form back before continuing)

We will be using a test guide through the rest of this, so I hope you won't mind me referring to that. We're here to learn about an solution to organize those Secret Santa parties and those parties where you have to buy a present for a friend and you are not sure about what to buy . I'm going to ask you some questions and give you some tasks. Feel free to think out loud if you are comfortable with that. We're not here to test you and there are no wrong answers. Our results just help us better understand our product and its audience.The session will take roughly 20 minutes.Do you have any questions before we start?

Test Items

#	Research Objective	Est. v. Actual (min.)	Notes
1	Exploratory intro	5	<u>MODERATOR GUIDE</u> Let's say you are organizing a party and you have to give a present to someone. <u>OUTPUT</u> The participant understands what is the principal idea.
2	Assess primary navigation.	10	<u>MODERATOR GUIDE</u> Let's say you don't know what that person would like to receive as a present. What would you do? <u>OUTPUT</u> Creating an idea of need and assessment of primary navigation
3	How are we doing on this user story:As user, I want to know what he/she (the person who is going to receive the present) likes, so that I can go to buy the present	20	<u>MODERATOR GUIDE</u> Tell me what you think you're seeing here? <u>OUTPUT</u> An assessment of the user's relationship to the available affordances and their appropriateness to the current user narratives and tasks.

Closing

Thanks so much. We'll be using this to make the product and solution stuff like documentation better.

Would you mind if we send you follow-up questions?

Testing Your Assumptions

What assumption will this test?	If we provide a list of suggestions based on the FB likes, the participants will find it useful when choosing their gifts.
How will we test it?	<p>We'll start using a basic prototype created in Balsamiq to assess the basic value of the feature. The persons who are going to test it were recruited on a shopping center.</p> <p>These tests are important to know how the customers choose their presents and if they would buy them online or/and follow the suggestions on the app.</p> <p>We would like to test if they understand the buttons and how it works.</p>
What is/are the pivotal metric(s)?	<p>We would like to test if the subjects use the tool, and if they think it's useful.</p> <p>We inform them that it's just a test and they can also fake-buy a present that they like.</p> <p>We'd like to see at least 60% of the subjects use the tool provided and would buy some of the suggestions on the feature.</p> <p>We'd like to see at least 20% buy the presents online and use the link provided to do it.</p>
What is the threshold for true (validated) vs. false (invalidated)?	<p>1- If we create a page on they can see the preferences of the secret santa/ birthday person ~90% of the subjects will check it.</p> <p>2- If we put some links to other webpages where the subjects can buy the presents for their secret santa/ birthday person, 70% of them will use it and buy the presents through those websites.</p>

<p>What will you do next if the result is true? False?</p>	<p>If the two of the test are validated, we will proceed to create the tool and use it on our app. This will move us to speak with some companies interested on sell their products through our app.</p> <p>If only the number one is validated, we will proceed to create the tool to help our customers, but we won't use others companies websites.</p> <p>If no tests pass, we will step back and consider the</p> <p>a) whether a different take on the value proposition might be relevant and b)whether the problem is truly important.</p>
<p>How much time, money will it take to set up?</p>	<p>To set up the experiment it will take:</p> <ul style="list-style-type: none"> - 500EUR and 20 hours of work by our product lead to set up, user test, and document. - 800EUR and 40 hours of work by our technical to create the prototype to use it on the tests. <p>(Please, be aware that this data are just to use on the assignment of the course and it may be not the correct one)</p>
<p>Roughly, what will it take for each individual test?</p>	<p>For each test, it will take:</p> <ul style="list-style-type: none"> - 50 EUR and 2 hours for initial Q&A and on boarding (including travel, etc.) - 50 and 1.5 hours of try the prototype and give feedback <p>(Please,be aware that this data are just to use on the assignment of the course and it may be not the correct one)</p>
<p>Roughly, how long will it take for each test to run and produce definitive, actionable results?</p>	<p>This test will run for 1-2 weeks after which we expect to have a full set of results on-hand.</p>